

**FINAL ANNOUNCEMENT**



# **12<sup>th</sup> ASIA PACIFIC ITS FORUM & EXHIBITION 2012 KUALA LUMPUR, MALAYSIA**

Sunway Pyramid Convention Centre

16-18 April 2012

## **POWERING TRANSFORMATION IN TRANSPORTATION**

For more information, visit : [www.itsasiapacific2012.com](http://www.itsasiapacific2012.com)  
For general enquiry, please email to : [enquiries@itsasiapacific2012.com](mailto:enquiries@itsasiapacific2012.com)

*Attend this forum  
and accrue  
18 CPD from BEM*



MINISTRY OF WORKS  
MALAYSIA



ITS ASIA PACIFIC



PUBLIC WORKS DEPARTMENT  
MALAYSIA



MALAYSIAN HIGHWAY  
AUTHORITY



INTELLIGENT TRANSPORT SYSTEM  
ASSOCIATION OF MALAYSIA



ROAD ENGINEERING ASSOCIATION  
OF ASIA AND AUSTRALASIA



ROAD ENGINEERING  
ASSOCIATION OF MALAYSIA



THE CHARTERED INSTITUTION OF HIGHWAYS &  
TRANSPORTATION (MALAYSIA BRANCH)

Organised by:

Gold Partner

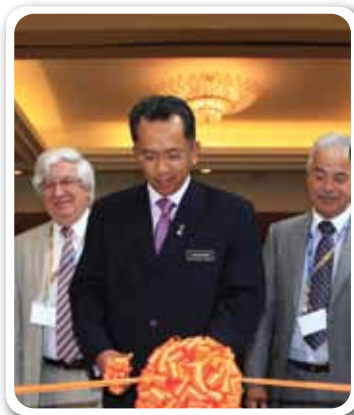
**MOXA**  
MOXA INC

## ABOUT THE FORUM

The theme of the 12<sup>th</sup> Asia Pacific ITS Forum and Exhibition in 2012 in Kuala Lumpur is Powering Transformation in Transportation. Intelligent Transport System has been a powering enabler of emerging technologies which provides a holistic and total experience for transport stakeholders and users. ITS serves as the technological bridge between driver, vehicle and traffic/road environment, and serves to provide a seamless connection for multi-modal journeys. The key objectives of the 12<sup>th</sup> Asia Pacific ITS Forum and Exhibition are among others, are;

- to showcase the latest and best practices in planning, funding, deploying, managing, maintaining and operating ITS solutions and technologies;
- to review latest and emerging developments in standards and/or harmonization of system architectures;
- to present various innovations in the varied fields of ITS;
- to discuss collective operational experiences and lessons learnt
- to establish continuing dialogues on (national) policy directions, strategic initiatives, barriers and challenges to the industry; and
- to report on R&D needs and findings.

The 12<sup>th</sup> Asia Pacific ITS Forum and Exhibition is a significant part of the continuing efforts by the ITS Asia Pacific Body to facilitate Intelligent Transport Systems (ITS) cooperation and coordination between member countries in the Asia Pacific region and a platform for knowledge sharing, networking and cooperative collaborations.



*This 12<sup>th</sup> Asia Pacific ITS Forum and Exhibition will be officiated by the Minister of Works, Malaysia Dato' Shaziman Hj Abu Mansor*

## FORUM FORMAT

The ITS Forum will be held over two and half days and comprises:

- 3 Plenary Sessions which will engage delegates and specialists in the areas of communications, telematics and tolling technologies.
- 2 Executive Sessions for presentation of international reports on the latest state of developments in the respective countries.
- 13 Technical/Special Sessions covering a broad spectrum of ITS related technologies, best practices and latest deployments.

In conjunction with the Forum, there will be various exhibits showcasing the latest technology, equipment, systems and solutions from a wide array of international ITS systems developers, solution and service providers and suppliers.

We invite all ITS and business professionals, policy makers, industry players, transport and technology enthusiasts to join us at this unique event. See you in April 2012!

## SEMINAR REGISTRATION

### Online Registration

Click to <http://www.itsasiapacific2012.com/registrationform.asp> for online registration

### Offline Registration

Download the Registration Form in PDF format (Please complete and fax to the Registration Committee at +603 7727 4979)

### Registration fee

Early Bird (until 15 Feb 2012)	Registration Fee
Delegate	RM1,000.00
Student	RM500.00
Regular (16 Feb - 13 April 2012)	Registration Fee
Delegate	RM1,200.00
Student	RM500.00
On-Site (from 14 April 2012)	Registration Fee
Delegate	RM1,500.00
Student	RM500.00

### \*NOTE:

1. Registrations **AFTER 13 Apr 2012** MUST be done on-site
2. A copy of student card and an official letter from your university confirming that you are a full-time student is required for student registration. Students are required to present their student cards upon collection of badges on-site.

### Cancellation Policy

Cancellation	Refund
Cancellation received on or before 15 Feb 2012	90% refund of amount paid
Cancellation received between 16 Feb 2012 – 29 Feb 2012	75% refund of amount paid
Cancellation received on or after 1 Mar 2012	No refund

### \*NOTE:

1. Any cancellation should be notified in writing to the registration committee at [adibah@itsasiapacific2012.com](mailto:adibah@itsasiapacific2012.com)
2. All due dates are based on Malaysian Standard Time (GMT+8)

## REGISTRATION ENQUIRIES

### ItraMAS Technology Sdn Bhd

No. 1, Jln PJU 8/5A,  
Damansara Perdana  
47820 Petaling Jaya, Selangor, Malaysia  
Tel: +603 7727 0979 Fax: +603 7727 4979

### Ms. Norhidayati Halim

Tel: +012-218 1892

### Ms. Adibah Mohamed

Email: [adibah@itsasiapacific2012.com](mailto:adibah@itsasiapacific2012.com)

## SPONSORSHIP

The 12<sup>th</sup> Asia Pacific ITS Forum & Exhibition 2012 offers exciting opportunities to increase your presence in the region, whether it is through being a sponsor, advertising your services and products or as an exhibitor showcasing your unique products and services at this prestigious event.

### Become a sponsor

With sponsorship opportunities ranging from the Welcome Reception, Luncheon Symposiums, conference bags, writing pads, delegate gifts and more, there is something for every-sized marketing budget.

As a sponsor, your organisation will have increased visibility at an event that brings together a cross-section of influential decision makers from the region into one location. Not only is it the perfect opportunity to strategically place your company as a market leader, being a sponsor at the 12<sup>th</sup> Asia Pacific ITS Forum & Exhibition allows you to maximise your organisation's visibility and increase brand image and market share through an integrated marketing strategy.

## EXHIBITION

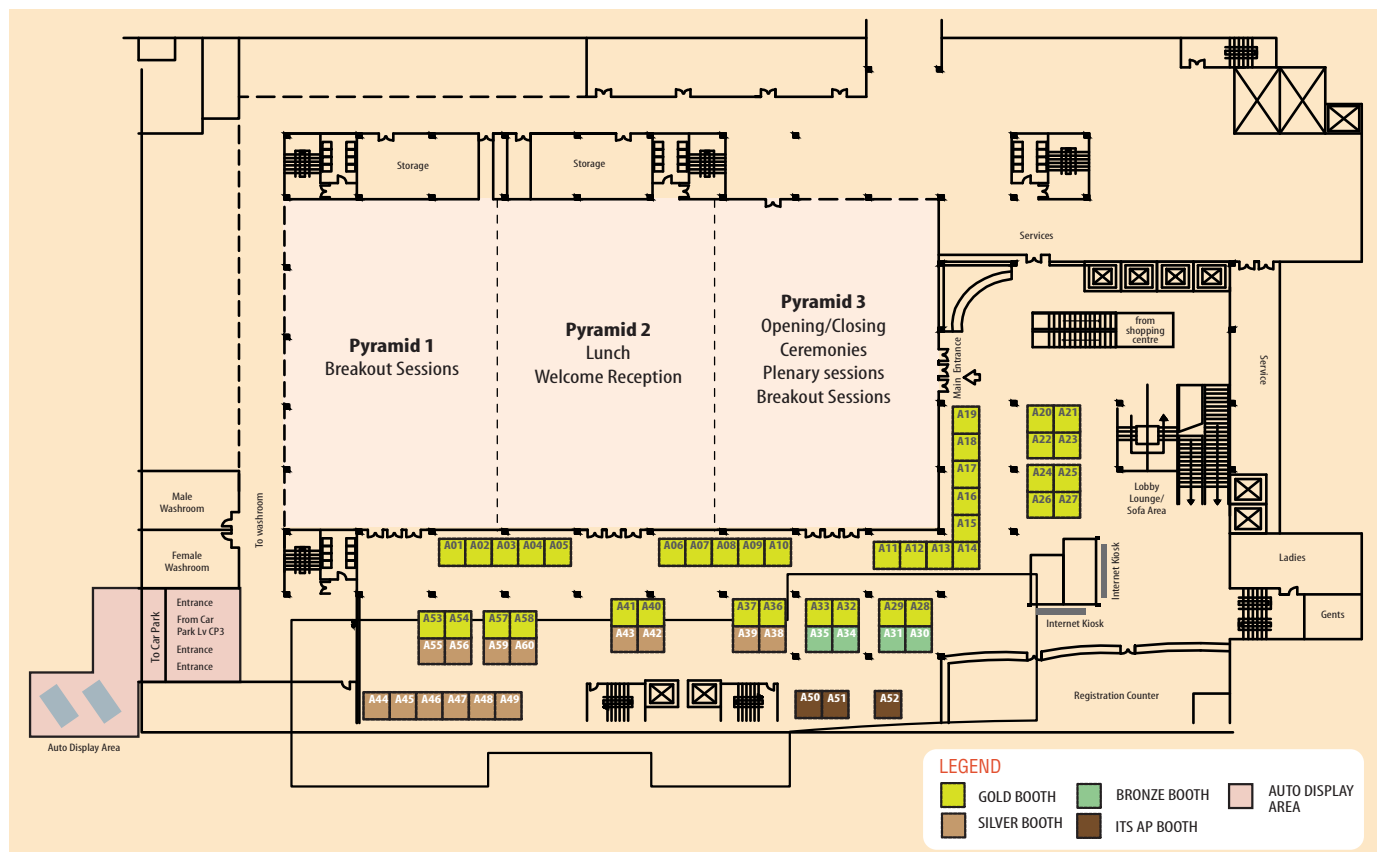
### Become an Exhibitor

Exhibitions are the cornerstone of an integrated marketing programme that can translate into partnerships and networking opportunities during and after the event.

Don't miss the opportunity to showcase your unique products and services at this prestigious event.

Standard Fee		
<b>Gold</b>	RM12,000.00	<b>Silver</b> RM10,000.00
		<b>Bronze</b> RM8,000.00

## EXHIBITION FLOOR PLAN



## SPONSORSHIP ENQUIRIES

**Urban Forum (Malaysia) Sdn Bhd**  
45-2, Block C2, Dataran Prima  
Jalan PJU 1/39, 47301 Petaling Jaya, Malaysia  
**Tel:** +603 7880 6839 **Fax:** +603 7880 3067  
**Email:** ITS2012@urban-forum.com

**Ms. Mal Tennekoon**  
**Mobile:** +6012 260 8327  
**Email:** mtennekoon@urban-forum.com

**Mr. Gurcharan Singh Gill**  
**Mobile:** +6012 326 6193  
**Email:** Gurcharan@urban-forum.com

## EXHIBITION ENQUIRIES

**Hopetech Sdn Bhd**  
Bangunan MCOBA, 42 Jalan Syed Putra,  
50460 Kuala Lumpur, Malaysia  
**Tel:** +603 2273 8155  
**Fax:** +603 2273 5595

**Ms. Shima Ibrahim**  
**Mobile:** +6012 230 6826  
**Email:** shima.ibrahim@itsasiapacific2012.com

LEGEND					
<span style="background-color: yellow; border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span>	GOLD BOOTH	<span style="background-color: green; border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span>	BRONZE BOOTH	<span style="background-color: orange; border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span>	AUTO DISPLAY AREA
<span style="background-color: brown; border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span>	SILVER BOOTH	<span style="background-color: darkgreen; border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span>	ITS AP BOOTH		

# GUEST SPEAKERS



**Dato' Ir. Hj. Mohamad b. Husin**  
President  
ITS Malaysia



**Hajime Amano**  
President ITS Japan  
Secretary General ITS Asia Pacific Forum



**Scott Belcher**  
President and Chief Executive Officer  
ITS America



**Dr. Hermann Meyer**  
Chief Executive Officer  
ERTICO – ITS Europe



**Dr. Hiroyuki Watanabe**  
Chairman  
ITS Japan



**Ingolf Schädlér**  
Deputy Director General  
Federal Ministry Transport, Innovation & Technology Austria



**Dato' Ir. Hj. Ismail b. Md Salleh**  
Director General  
Malaysian Highway Authority



**Susan Harris**  
Chief Executive Officer  
ITS Australia



**Mohd Nur Ismail b. Mohamed Kamal**  
Chief Executive Officer  
Land Public Transport Commission Malaysia



**Dr. Sorawit Narupiti**  
President  
ITS Thailand



**Sing Mong Kee**  
President  
ITS Singapore



**Dr. S. K. Jason Chang**  
Vice-President  
ITS Taiwan



**Paul Cheng**  
President  
ITS Hong Kong



**Yasuhiro Okumura**  
Director, ITS Policy and Program Office,  
Road Bureau, Ministry of Land Infrastructure  
Transport and Tourism-MLIT, Japan



**Shunsuke Kamijo**  
Associate Professor  
University of Tokyo.



**Ir. Dr. Leong Siew Mun**  
Director  
Urban Transport Department  
City Hall Kuala Lumpur, Malaysia



**Shoichi Suzuki**  
Ministry Land Infrastructure  
Transport and Tourism, Japan



**Andrew Thomas William Pickford**  
Chief Executive Officer  
Transport Technology Consultants Ltd.



**Greg Blocker**  
Area Vice President  
International Toll & ITS Dept, TransCore



**Dr. Huang Wen Jing**  
Secretary-General  
ITS Taiwan



**Koen Soenens**  
International Business Development Manager  
Traficon International nv



**Neil Perks**  
ITS Technical Director  
Asia AECOM



**Shuguang He**  
Senior Consultant  
INRO Solutions Inc.



**Dr. Raimund Pammer**  
Chief Technical Officer  
Eikon Ag



**Ashish Chandra**  
Senior Transport Modeller  
SKM Colin Buchanan



**Andy Cheng**  
Senior Manager of Moxa Inc.  
Industrial Ethernet Infrastructure Business Division



**Dr Ching-Yao Chan**  
Programme Leader, California PATH,  
University of California, Berkeley



**Robert W. Karr**  
Director, Federal Signal Technologies  
(Hong Kong) Limited



**Dr. Lee Der-Hong**  
Associate Professor  
National University of Singapore

# FORUM PROGRAMME

TIME	DAY 1 - MONDAY 16 APRIL 2012	DAY 2 - TUESDAY 17 APRIL 2012	DAY 3 - WEDNESDAY 18 APRIL 2012
0800 - 0900	Registration	Registration	
0900 - 1030	<b>Opening Ceremony</b> Welcome Speech by Organizing Chairman, Datuk Ir. Md. Amir Bin Kasim Address by Secretary General, ITS Asia-Pacific, Mr. Hajime Amano Keynote Address by Hon. Minister of Works Malaysia and Official Launch	<b>Venue: Pyramid 3, Level CP 3</b> <b>Plenary Session 2: Transformative Technologies in Communications and Broadband</b>	<b>(Venue: Pyramid 3, Level CP 3)</b> <b>Plenary Session 3: Transformative Technologies in Tolling Systems</b>
1030 - 1100	<b>LAUNCH OF EXHIBITION</b>	<b>REFRESHMENT BREAK</b>	<b>REFRESHMENT BREAK</b>
1100 - 1230	<b>Venue: Pyramid 3, Level CP 3</b> <b>Plenary Session 1 : Keynote Addresses by</b> 1. President and Chief Executive Officer, ITS America, Mr Scott Belcher 2. Chief Executive Officer, Erico-ITS Europe, Dr Hermann Meyer 3. Chairman of ITS Japan, Dr. Hiroyuki Watanabe 4. President of ITS Malaysia, Dato' Ir. Hj. Mohamad bin Husin	<b>A3 (Venue: Pyramid 3, Level CP 3)</b> Executive Session A3: Country Reports New Zealand, India, Indonesia, Hong Kong, Chinese Taipei <b>B3 (Venue: Pyramid 1, Level CP 3)</b> <b>Vehicle Telematics</b> Green Telematics by Stephen Teang Deployment of Cooperative Systems in Japan - Case of ITS Spot Service by Shoichi Suzuki Development of Centralized Management System of Multiple EVs for Optimal Operation in Masdar City, UAE by Kyoko Oshima Initiatives in Vehicle Telematics Taxi Innovative Development in Taiwan by Shyue Koong Chang, Dr. Ya Wen Chen <b>C3 (Venue : Isis, Level CP 4)</b> <b>Traffic Information Services / Network Operations</b> Developing Real Time Traffic Information System for Road Users Based on Traffic Count Data by Dr. Ir. Rusmadi Suyuti Social Network and ITS Deployment for Mixed Traffic Flow in Vietnam by Tran Vu Tuan Phan Analyzing User Behavior for Personalized Route Planning by Man Li and Weisong Hu Using Optimal Weighting applies for Traffic Information Fusion with Vehicle Detector Technology by Shing Tenqchen Setting Up a Traveller Information Platform : Case Study from Singapore by Mohit Sindhvani, Saurav Bhattacharyya	<b>(Venue: Pyramid 3, Level CP 3)</b> Seminar Conclusions Welcoming Video for the 2012 ITS World Congress, Vienna Welcoming Video for the 20th 2013 ITS World Congress, Tokyo Closing Speech by Guest of Honour / Closing Ceremony
1230 - 1400	<b>LUNCH</b> <b>A1 (Venue: Pyramid 3, Level CP 3)</b> Executive Session : Country Reports Japan Australia China Korea Singapore Thailand	<b>LUNCH</b> <b>A4 (Venue: Pyramid 3, Level CP 3)</b> <b>Urban Mobility</b> TMC of the future by Pankaj Lunia Intelligent Transport Systems, Enhancing the Multi-Modal Experience by Neil C Perks Building an Intelligent and Reliable Industrial Network for Advanced Public Transport Systems-Taiwanese Highway Case Study by Andy YH Cheng Traffic Surveillance and Information Advisory for Singapore's Urban Roads by Cheong Mun Onn and Leong Mei Yee Integrated Transport Information System for Kuala Lumpur by Ir. Dr. Leong Siew Mun	<b>LUNCH</b>
1400 - 1530	<b>B1 (Venue: Pyramid 1, Level CP 3)</b> <b>Tolling Technologies</b> Innovations in Electronic Road Pricing: Measuring Scheme Costs, Performance and Acceptability by Andrew Thomas William Pickford Intelligent Traffic Management Solutions for Urban Areas by Dr. Raimund Pammer The Application of DSRC-based Multi-Lane Free Flow Toll Collection System by Hongwei Wu Technical Approaches to Realize Safety Operation of the Booth-less Tollgate System by Yosuke Takeuchi ASIA at tolled crossroads - which technology will be theright technology in the future? By Steinar Furan <b>C1 (Venue : Isis, Level CP 4)</b> <b>Enforcement Systems</b> Evaluation of Speed Enforcement Program (SEP): A Bangkok Study by Dr. Sakda Panwai Enforcement Strategies Based on ITS Technologies for Overweight Commercial Truck Operations in California by Ching-Yao Chan Intelligence in Optimizing Transportation Safety by Hizal Hanis bin Hashim ERI (Electronic Registration and Identification) by Michael Erstad	<b>B4 (Venue: Pyramid 1, Level CP 3)</b> <b>Detection Systems</b> Improving Road and Tunnel Safety via Incident Management: Implementing a Video Image Processing System by Koen Soenens Development of a New Automatic License Plate Recognition (LPR) System by Takehiko Kato, Kayo Tanaka, Masatoshi Asada, and Yusuke Yasuhara Application of ANPR at Eastern Dispersal Link (EDL) by Latipah binti Mohamed Sani and Ho Min Khang A Comparative Study on Labeling, Aggregation, and Classification Algorithms used in our Blue Traffic Sign Recognition System by Mohammed Hayyan Alsibai and Yuze Hirai Analysis and Suggestions of Chinese ETC Lanes System's Key Indicator by Chen Bingxun Liu and Hongwei Xiaodi <b>C4 (Venue : Isis, Level CP 4)</b> <b>Public Transport</b> Travel Time as a Function of Information Utilisation at Interchanges including Airport Facilities by Syahriah Bachok and Mariana Mohamed Osman A Novel Method for Reduction Delays in Bus Operation by Mohammad Hesam Hafezi and Amiruddin Ismail Effect of Busway Station to Busway Lane Capacity: A Case Study on South East Busway Brisbane by Rakkitha Widana Pathiranaage, Jonathan M Bunker, and Ashish Bhaskar Introduction of Beijing Public Bicycle Rental System by LiYan Wang; Yun Yang, Xiao Zhuang Tian and Xin Ming Mei A Motivation Approach for Using the Public Transportation by Using the Multimodal Trip by Mohammad Ganji, Mohammad Hesam Hafezi and Riza Atiq O.K. Rahmat <b>D1 (Venue : Anukis, Level CP 4)</b> <b>Special Panel Session on Sharing Motivation for ITS Research and Deployment Among Asia Pacific Countries</b> Prof. Hiroshi Makino / Prof Shinsuke Kamijo, Prof. Sorawit Narupiti, Prof. Jason Chang, Prof. Edward Chung and Prof. Ahmad Farhan Mohd Sadullah	<b>Technical Visit 1</b> PLUS Traffic Monitoring Centre and Malaysian Highway Authority Traffic Management Centre  <b>Technical Visit 2</b> Integrated Transport Information System (ITIS) and Integrated Transport Terminal (ITT)
1530 - 1600	<b>REFRESHMENT BREAK</b>	<b>REFRESHMENT BREAK</b>	
1600 - 1730	<b>A2 (Venue: Pyramid 3, Level CP 3)</b> <b>Network Management and Operations</b> Singapore Intelligent Transport System Centre - The heart of traffic monitoring and control by William Chia Bangkok Traffic Monitoring System by Dr Sorawit Narupiti Chinese Electronic Toll Collection Customer Service Levels Analysis and Development Proposals by Bin Han, Zhouzhou, Jun Fu Gong and Le Xiang Mei A General Evaluation for the Usage of Tianjin ETC System by Yanmei Guo, Hongwei Liu, and Zhou Zhou ITS Implementation In Malaysian Tolloed Highways by Abu Bakar Hashim <b>B2 (Venue: Pyramid 1, Level CP 3)</b> <b>Fare Management</b> Integrated Public Transport Ticketing System in Yogyakarta, Indonesia by Ahmad Munawar Study of Bus Service Reliability in Singapore Using Fare Card Data by Der-Hong Lee The Development of Cloud Payment for Transportation in Taiwan by Huang, Wen-Jing <b>C2 (Venue : Isis, Level CP 4)</b> <b>Driver Response / Behavioural Systems</b> The Study of Emergency Light System Design based on Heavy Vehicles Condition by Md Diah J Influence of U-turn Facilities on Driver Behaviour into Visual Message System by Raha Abd-Rahman, Ben-Edigbe A Basic Study on Human Distance Perception by Dr. Toshiaki Sakurai Drivers' Responses Towards Static Directory and Information Signage Provision by Syazwani Sahrir, Syahriah Bachok and Mariana Mohamed Osman On-ramp Merging Assistance System: Algorithm Design and Analysis of Location of Roadside Communication Unit by Rattaphol Pueboobpaphan, Fei Liu and Bart Van Arem	<b>A5 (Venue: Pyramid 3, Level CP 3)</b> <b>Communications / Tolling Technologies</b> Emerging ITS Applications Using Passive ISO 18000 6C Technology for Automatic Vehicle Identification by Robert W. Karr Communications in ITS Management by Mohd Osnizam bin Othman The Key Specifications Impact Interoperability Among Electronic Toll Collection-Dedicated Short Range Communication Equipments and the Testing Methods by Xiao Zhuang Tian, Yun Yang, Hong Wei Liu and Bing Xun Chen High Performance Industrial Networking Solutions in Taiwan's ETC system by Mr. Kopi Hsu Infrared Electronic Toll Collection System under Multilane Free Flow: A Case Study of Xizhi Toll Collection Station by Jimmy Tseng <b>B5 (Venue: Pyramid 1, Level CP 3)</b> <b>Vehicle Telematics 2</b> Navigation Maps for ITS by Lai Chiam Ho An Improved Agent-based Taxi Dispatching System Considering the Impact of Unsuccessful Bookings by Der-Hong Lee and Xian Wu Deployment of Integrated, GPS Enabled Taxi Dispatching System - Strategy to Seamless Taxi Services in Malaysia - Sunlight Taxi Experience by Henry Lee H.C ITS for City Logistics and the Physical Internet by Teodor Gabriel Crainic Development of a Taxi Pooling Dispatching Platform-A Case Study in Taiwan by Ker-Tsung Lee, Willi Y. Lin, Tsung-Nan Liu, Chien-Fu Chen, Ching-Yun Mu <b>C5 (Venue : Isis, Level CP 4)</b> <b>Simulation / Traffic Analytics</b> Simulation-based Real-time Predictive Tool: New Trends and the London Showcase by Dr Alexandre Torday and Josep Maria Aymami Wide-area Traffic Simulation for the Shanghai Elevated Road System by Bo Wang, Ido Juran and Shuguang He Research on Dynamic Parking Space Allocation Model in Closed Parking Lots under Complete Parking Information by Qing-Gang Wang, and Qing-Feng Wang Development of a New Traffic Signal Technology by Hideaki Shiranaga Predictive Modelling for Urban Transport Network by Ashish Chandra Evaluation of Some Queue Length Estimations at Signalised Intersection by Napon Srisakda and Sorawit Narupiti	<b>Technical Visit 3</b> SMART (Stormwater Management and Road Tunnel)  <b>Technical Visit 4</b> Mass Rapid Transit System (MRT)  <b>Technical Visit 5</b> PROTON
1730 - 1900	<b>WELCOME RECEPTION</b>	<b>1930 - 2230</b> <b>GALA DINNER</b>	

Note : Subject to change

Registration will open on 15 April 2012 (Sunday) from 2pm to 6pm

## TECHNICAL VISITS

### TV1 : PLUS Traffic Monitoring Centre and MHA Traffic Management Centres

The visit provides insightful views on the operations and management of Asia's largest toll expressway operator with close to 1000kms of tolled expressway in Malaysia and a briefing and tour of the Malaysian Highway Authority (MHA)'s Traffic Management Centre which collates and coordinates traffic information for various tolled road operations at national and regional level.



### TV2 : Integrated Transport Information System (ITIS) and Integrated Transport Terminal (ITT)

ITIS showcases Malaysia's 1st regional ITS deployment. ITIS, developed by City Hall Kuala Lumpur, senses the pulse of traffic as it ebbs in and out of all key arterial roadways into and around the city.

The ITT serves as a main interchange for heavy rail, commuter and express rail, and light rapid transit systems. Various applications in ITS enable the use of an integrated ticketing system and bus arrival information in enhancing passenger comfort and security.



### TV3 : SMART (Stormwater Management and Road Tunnel)

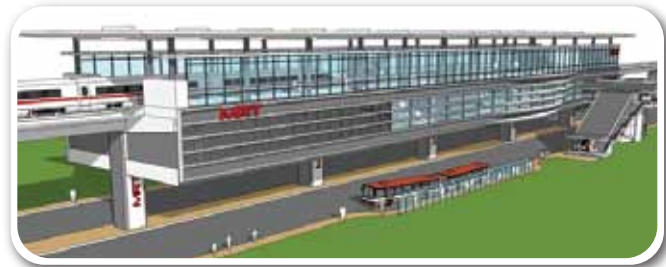
This visit provides an insight into the world's first combined stormwater management and road tunnel (SMART), one of Malaysia's finest engineering showcase. The visit will include a tour of the state-of-the-art operations control room equipped with the latest systems in operations management, surveillance and maintenance.



### TV4 : Mass Rapid Transit System (MRT)

The MRT, now called My Rapid Transit, is the main component of the Greater Klang Kuala Lumpur/Klang Valley National Key Economic Area and will be the largest infrastructure project in the country.

Participants will be briefed on the Rapid Transit project details, including the adoption of the Project Delivery Partner concept, a first in Malaysia.



They will also gain a perspective of the value management study (VMS) to ensure cost optimisation, and the role of the independent checking engineer (ICE) to ensure strict verification of the project delivery process.

Participants will also visit the Cochrane project site where the tunnel boring machines for the tunneling section of the line under the heart of Kuala Lumpur city will be launched and where the future station will be integrated with a major urban redevelopment project.

### TV5 : PROTON

PROTON is a Malaysian automobile manufacturer headquartered in Subang Jaya and Shah Alam, Selangor, Malaysia with a manufacturing plant in Tanjung Malim, Perak. Founded in 1983, its name is a Malay acronym for Perusahaan Otomobil Nasional.

PROTON Plant Tour provides guided plant tour including Body Shop and Trim Final Line. The visitors will be able to see how our national cars are assembled using the state of the art equipment and facilities. With high automation level in manufacturing which seen various kinds of robots are used, highly skilled manpower also involved in many processes in order to produce a good quality car.



### TECHNICAL VISITS ENQUIRIES

**Malaysian Highway Authority**  
Wisma Lebuhraya, KM-6,  
Jalan Serdang - Kajang,  
43000 Kajang, Selangor Darul Ehsan  
Tel: +603 8738 3121 Fax: +603 8736 0605

**Mr. Abu Bakar Hashim**  
Email: [abubakar@itsasiapacific2012.com](mailto:abubakar@itsasiapacific2012.com)

## SOCIAL PROGRAMME

### Malaysia in Brief

To know Malaysia is to love Malaysia. A bubbling, bustling melting pot of races and religions where Malays, Indians, Chinese and many other ethnic groups live together in peace and harmony. Multiculturalism has not only made Malaysia a gastronomical paradise, it has also made Malaysia home to hundreds of colourful festivals.

### Kuala Lumpur

Kuala Lumpur – KL to its friends – began as a tin-mining shanty town, but has now evolved into a 21st-century metropolis, dominated by the tallest skyscrapers in Southeast Asia. KL is every inch the Asian cyber-city: historic temples and mosques rub shoulders with space-age towers and shopping malls; traders' stalls are piled high with pungent durians and locals sip cappuccino or feast at bustling street side hawker stalls serving food from across the continent.

#### Tour 1

##### Golfing in Malaysia Glenmarie Golf & Country Club

Date: 15 April 2012, Sunday  
Time: 7.00 am -2.00pm  
Price: RM 650.00/pax  
Lunch: Provided  
Min: 30 pax  
Max: 36 pax

With almost 200 golf courses currently available around the country, Malaysia has bloomed as the ideal destination for combining a memorable vacation with an exciting game of golf. Whether one chooses to tee-off in the cool highlands, amidst lush greenery or by the fringe of the South China Sea, one can do so in superbly-designed, international-standard golf courses.

#### Tour 2

##### KL Sights

Date: 15 April 2012, Sunday  
Time: 8.00 am -2.00pm  
Price: RM 250.00/pax  
Lunch: Provided  
Min: 30 pax  
Max: 35 pax

##### Petronas Twin Tower

Once the tallest buildings in the world, the 88-storey Petronas Twin Towers are now celebrated as the world's tallest twin structures. Located in the heart of Kuala Lumpur, the buildings primarily house the corporate headquarters of the national petroleum company, Petronas.

##### KL Tower

Take a trip to one of the most prominent and distinctive landmarks in the country. This communications tower situated atop of Bukit Nanas, is the world's fourth tallest. It is also the only tower in the world situated within forest reserve in a city. Enjoy a magnificent view of KL from a dizzying height of 421 metres.

#### Tour 3

Putrajaya Sights  
Date: 15 April 2012, Sunday  
Time: 3.00 pm -9.00pm  
Price: RM 150.00/pax  
Dinner: Provided  
Min: 30 pax  
Max: 70 pax

The new Federal Government Administration Center is developed based on the theme of City in A Garden. Of the city's total land area, about 38% is being developed into parks, lakes and wetlands while the rest is reserved for government offices, commercial and residential areas. The centrepiece of the city is the 600 hectare man-made Putrajaya Lake which offers activities such as boating, canoeing, kayaking and fishing.

#### Tour 4

##### Malacca Cultural Visit

Date: 19 April 2012, Thursday  
Time: 7.00 am -6.00pm  
Price: RM 240.00/pax  
Lunch: Provided  
Min: 30 pax Max: 70 pax

Malacca was founded by a Sumatran Prince named Parameswara and thereafter flourished under the Malacca Sultanate. The state was known as the Venice of the East when it was the centre of spice trade in the region. It is easy to get around on foot or trishaw to explore the many places that make it unique.



#### SP 1

##### Golfing in Malaysia Kota Permai Golf & Country Club

Date: 16 April 2012, Monday  
Time: 7.00 am -2.00pm  
Price: RM 650.00/pax  
Lunch: Provided  
Min: 30 pax Max: 36 pax



#### SP 2

##### KL City Tour

Date: 16 April 2012, Monday  
Time: 9.00 am -2.00pm  
Price: RM 100.00/pax  
Lunch: Not Provided  
Min: 25 pax  
Max: 30 pax

##### KL Hop-On Hop-Off

Tour and explore "the diverse, contrasting and colourful scene of Kuala Lumpur" with Malaysia's only semi glass roof double deck bus. This tour, coupled with our insightful on-board commentary, will ensure that you experience all Kuala Lumpur has to offer.

##### Kompleks Kraf

Kompleks Kraf is a one-stop crafts centre and tourist destination. A definite must-visit, the crafts centre showcases the beauty and diversity of Malaysia's local crafts with its unique tradition and aesthetics.

##### Aquaria KLCC – An Ocean Of Discovery

Aquaria KLCC is a state-of-the-art oceanarium with over 5,000 different exhibits of aquatic and land-bound animals and marine life from Malaysia and around the world.



#### SP 3

##### Shopping

Date: 16 April 2012, Monday  
Time: 6.00 pm -11.00pm  
Price: RM 50.00/pax  
Min: 30 pax  
Max: 70 pax

##### KL Central Market

Central Market used to be the town's wholesale and retail wet market for fresh produce. Built in 1930's, it was renovated and reopened in 1986, and was the first example of a heritage building being adapted for a different use. It is now a leading crafts centre in the city.



##### Petaling Street

Petaling Street is part of KL Chinatown. The whole street turns into a night market in the evening with vendors selling wares that include clothing and personal effects. The area has dozens of restaurants and food stalls, serving local favorites.



The above social programme maybe subject to changes without any prior notice

## HOTEL ACCOMMODATION

The 12<sup>th</sup> Asia Pacific ITS Forum and Exhibition will be held at Sunway Pyramid Convention Centre. The SPCC is strategically located within the Klang Valley of Greater Kuala Lumpur and is easily accessible by key expressway connectors. The venue is about 40mins drive from the KL International airport to the south and about a half hours drive from the city centre to the east. It is sited within the 800 acre upscale premier township of Sunway Integrated Resort City and is well served by a mega shopping centre the 1200+ room 5-star luxury Sunway Resort Hotel and Spa, the Sunway Pyramid Tower Hotel and the Sunway Lagoon water theme park. The 12,000sf SPCC, complemented with fine dining, entertainment, leisure, shopping and healthcare facilities is an ideal venue for the Forum and Exhibition.

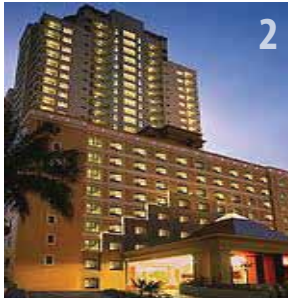
For the convenience of participants, the organising committee has arranged preferential rates with the following hotels.

### RECOMMENDED HOTELS



**Sunway Resort Hotel & Spa**  
Persiaran Lagoon, Bandar Sunway  
46150 Petaling Jaya,  
Selangor Darul Ehsan, Malaysia  
**Tel:** +603 7492 8000  
**Fax:** +603 7492 8006  
**Website:**  
<http://kualalumpur.sunwayhotels.com>

**Pyramid Tower**  
Persiaran Lagoon, Bandar Sunway  
46150 Petaling Jaya,  
Selangor Darul Ehsan, Malaysia  
**Tel:** +603 7492 8000  
**Fax:** +603 7492 8006  
**Website:**  
<http://kualalumpur.sunwayhotels.com>



**Corporate Room Rate (Nett Per Night)**  
- **RM400** (Single/Double without breakfast)  
- **RM420** (Single with breakfast)  
- **RM450** (Double with breakfast)  
**Contact Person**  
Mohd Fariz bin Abdul Latif  
**Mobile:** +6019 223 1171  
**DID:** +603 7495 1471  
E-mail: mohdfal@sunwayhotels.com

**Corporate Room Rate (Nett Per Night)**  
- **RM300** (Single/Double without breakfast)  
- **RM320** (Single with breakfast)  
- **RM350** (Double with breakfast)  
**Contact Person**  
Mohd Fariz bin Abdul Latif  
**Mobile:** +6019 223 1171  
**DID:** +603 7495 1471  
E-mail: mohdfal@sunwayhotels.com

**Holiday Villa Subang Malaysia**  
9, Jalan SS 12/1  
47500 Subang Jaya,  
Selangor Darul Ehsan, Malaysia  
**Tel:** +603 5633 8788  
**Fax:** +603 5633 5461  
**Website:**  
[www.holidayvillasubang.com](http://www.holidayvillasubang.com)  
(Approximately 3km from Forum Venue)

**Corporate Room Rate (Per Night)**  
- **RM320.00++** Corporate Deluxe (Single)  
- **RM350.00++** Corporate Deluxe (Twin)  
- **RM520.00++** Corporate Executive Suite (Single)  
- **RM550.00++** Corporate Executive Suite (Twin)  
**Contact Person**  
Ahmad Roslan Bin Abdul Rashid  
**Mobile:** +6016304 3068  
**DID:** +603 5022 7816  
**Email:** roslan@holidayvillasubang.com.my

**Grand Dorsett Subang Hotel**  
Jalan SS 12/1  
47500 Subang Jaya,  
Selangor Darul Ehsan, Malaysia  
**Tel:** +603 5031 6060  
**Fax:** +603 5031 9624  
**Website:**  
[www.granddorsett.com/kualalumpur](http://www.granddorsett.com/kualalumpur)  
(Approximately 3km from Forum Venue)

**Corporate Room Rate (Nett Per Night)**  
- **RM348** (Superior Room)  
- **RM441** (Deluxe Plus)  
- **RM522** (Club Room)  
(All rooms inclusive of breakfast)  
**Contact Person**  
Ms. Roziyati Abdullah  
**Mobile:** +6016 2011 678  
**Email:** roziyati.abdullah@granddorsett.com

**The Summit Hotel Subang USJ**  
Persiaran Kewajiban USJ1  
47600 UEP Subang Jaya,  
Selangor Darul Ehsan, Malaysia  
**Tel:** +603-8023 3000  
**Fax:** +603-8023 2233  
**Website:**  
[www.summithotelusj.com](http://www.summithotelusj.com)  
(Approximately 3.5km from Forum Venue)

**Corporate Room Rate (Nett Per Night)**  
- **RM280** (Superior Room)  
- **RM300** (Deluxe Room)  
- **RM380** (Executive Room)  
(All rooms with breakfast for two)  
**Contact Person**  
Maya Sar Khan  
**Mobile:** +6019 6037 785  
**Email:** maya@summithotel.com.my



### ENQUIRIES

**SOCIAL PROGRAMME**  
**Malaysian Highway Authority**  
Wisma Lebuhraya, KM-6,  
Jalan Serdang - Kajang,  
43000 Kajang, Selangor, Malaysia  
**Tel:** +603 8738 3021 **Fax:** +603 8736 0605  
**Ms. Zaida Abdul Aziz**  
**Email:** zaida@llm.gov.my

**ACCOMMODATION**  
**Bina Puri Holdings Bhd**  
Wisma Bina Puri, 88 Jalan Bukit Idaman 8/1,  
68100 Selayang, Selangor, Malaysia  
**Tel:** +603 6136 3333 **Fax:** +603 6137 0661  
**Ir. Hj Azhar Hj Mohd Ali**  
**Mr. Mohd Yusof Kasiron**  
**Mobile:** +6012 299 5440  
**Email:** yusofkasiron@yahoo.com

**SECRETARIAT**  
**Pasukan Projek ECER**  
Cawangan Jalan, Ibu Pejabat JKR Malaysia,  
Aras 2, Dewan Tan Sri Mahfuz Khalid, Jalan Sultan Salahuddin,  
50582 Kuala Lumpur, Malaysia  
**Fax:** +603 2691 1068 **Email:** enquiries@itsasiapacific2012.com

**Ms. Wan Suraya Mustaffa**  
**Tel:** +603 2610 8639

**Ms. Aminah Ali**  
**Tel:** +603 2610 8625

**Ms. Ho Poh Hong**  
**Tel:** +603 2610 7483

The participants are required to complete the Hotel Reservation Form which can be downloaded from the Forum & Exhibition Website